

The Internal Communications Amsterdam Conference

22nd November 2023

Hotel Casa, Eerste Ringdijkstraat 4, 1097 BC, Amsterdam



22nd November 2023 • www.commsconference.com

Welcome To The Internal Communications Amsterdam Conference

Official Event Programme

Please note that the following timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

Organised By:



Registration & Informal Networking & GIC Welcome

08.30 – 09.10

Morning Co-Chairs' Opening Remarks

09.10 – 09.20

Hendrik de Wit, Group Director Communications, **Refresco**



Lars Seynaeve, Director – Public Affairs – Corporate Communications, **Citi**



Employee Engagement & Experience- Panel Discussion & Q&A

09.20- 10.00 **Champion The Interconnected Nature Of Your Workforce, Empower & Support All Employees & Boost Productivity By Embedding Employee Engagement & Experience Into The Heart Of Your IC Strategies**

- Secure open, two-way communication approaches which strengthen the critical link between organisational culture and leadership to empower employees through trust and transparency
- Incentivise employees and boost retention with authentic internal messaging which taps into the employee voice and understands and actions changing employee expectations and needs
- Create a productive work environment that is dedicated to producing a sense of belonging, pride and employee wellbeing, alongside boosted morale, to allow employees to flourish at work
- Tap into employee pain points to create empowering internal communications which drive real business performance – what are their expectations? What challenges are they facing in the workplace? How are they really feeling?

Birgit Ziesche, CVP & Head of Global Internal Communication, **Henkel**



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Liz Adkins, Senior Director, Global Strategic Business Communications, **Mars Petcare**



Steffen Türk, Director Communications Business Unit Germany, **Coca-Cola Europacific Partners**



Wenka Booy, Head of Internal Communication & Engagement, **ING**



How To Articulate Your Employee Offer: A Case Study With Royal Mail

10.00- 10.15

- How to you create a coherent expression of your employee offer - your EVP
- Coherent inside and outside your organisation
- To both service and promote the individual elements
- Based around four elements: purpose; culture; benefits; ways of working
- We look at our work with the UK's postal service - Royal Mail - to explore the approach

Ben Watson, Managing Director, **Blue Goose**



Communication Channel Mix

10.15- 10.35 **Guarantee Ultimate Engagement & Productivity With A Communication Channel Mix Which Perfects The Balance Of Channels & Platforms To Target Your Employees Most Effectively**

- Refine channel choice to guarantee boosted engagement with personalised, creative and tailored content and an innovative multichannel mix which effectively reaches and engages your employees

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- Help employees navigate, prioritise and develop the knowledge and ability to take advantage of the capacity of your chosen channels to ultimately improve user experience
- Harness the potential of data insights to select the optimal channels and tools for purpose-driven internal communications guaranteed to reach your target audience
- Balance promoting content on effective channels with exciting and innovative storytelling to engage and motivate employees to drive real business results and improvements

Dennis Agusi, Director Communication Channels, **Philips**



Five Secrets To Successful Culture Change

10.35- 10.50 Join **United Culture** to hear five secrets to transforming organisational culture in today's volatile and ever-changing world.

Listen to case studies from world-renowned brands, hear the results of their latest Work Remastered research, and discover a host of practical tips about:

- How to engage audiences with different expectations of work
- The power of finding the influencers in your business
- How leaders can strengthen culture and inspire change

Victoria Lewis-Stephens, Global Managing Director, **United Culture**



Alys O'Neill, Global Director of Consulting, **United Culture**



Morning Refreshment Break With Informal Networking

10.50 – 11.20

Hybrid & Flexible Working

11.20- 11.40 Create A Seamless Hybrid Experience Which Caters To Employees Expectations & Needs With A Solid & Cohesive Company Culture To Unite All

- Inspire and maintain creativity across the hybrid working model to break down the barriers of distance, encourage open communication and drive a sense of togetherness amongst employees
- Maximise the preservation and nurturing of a sense of belonging in a hybrid workplace through streamlined strategies which reach all employees and make them feel truly included
- How can you make sure you provide the right balance of tools for employees to continue to do their work efficiently in a hybrid context?

Katja Matznick, Head of Employee Communications Germany, **eBay Deutschland**



Digital Tools & Tech

11.40- 12.00 Leverage The Latest Digital Tools & Tech Trends & Continue To Determine The True Impact To Maximise Employee Engagement & Connection & Produce Top-Quality Internal Communications Strategies

- Maximise new technologies, digital tools and platforms to deliver tangible results and seamlessly connect employees whilst ultimately improving the employee experience
- Examine the scale and speed of the evolving digital workspace to observe how business models have transformed the need for multichannel and digitally-focused internal communication strategies
- With the prominent rise of AI and automation, how will AI effect your target audience and how can AI be best utilised for effective communications, copywriting, branding and marketing?
- How can innovative tools be integrated in the workplace and work cohesively alongside existing channels and platforms to revolutionise comms and maximise engagement?

Maria Tsekoura, Director of Marketing & Communications, **Mandarin Oriental Hotel Group**



Lunch & Informal Networking For Speakers, Delegates & Partners

12.00- 13.30

Afternoon Chair's Opening Remarks

13.30- 13.40

Véronique Schmitt-Ruppert, Head of Communications EMEA, **Bayer**



The Strategic Role Of IC Panel Discussion & Q&A- PART 1

13.40- 14.10 Cement Internal Communication Strategies & Initiatives As Business-Critical By Proving The Long-Term Value & Continue To Secure C-Suite Buy-In, Support & Continued Investment

- Design and develop internal communications frameworks which successfully deliver meaningful, tangible results and seamlessly connect employees to drive forward real action
- Extol the importance of effective IC as not just 'nice to have' but 'need to have' within wider company strategies to continue to meet everchanging demands and balance the priorities of employees whilst maintaining profitability
- Continue to secure IC as a strategic and valuable business function which can drive critical business performance to ensure both C-Suite and employee backing and support
- Emphasise the importance of interdepartmental collaboration and develop seamless and integrated strategies to unite internal comms, external comms, marketing and HR functions

Maureen Grundy, Executive Director, Employee Communications, Innovative Medicines, **Novartis**



Edward Verheij, Country Communications Manager, **IKEA**



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Marja van Renesse, Senior Programmes Manager, Internal Communications & Engagement (Corporate Relations), **Shell**



Mark Grossien, Head of Strategic Communications, **Sandoz**



Crisis Communications: Engaging With Employees In Difficult Times

14.10- 14.30 During the Covid19 pandemic, TUI has gone through the hardest time of its history, when 98% of the business came to a halt in March 2020. While today we know that there was a happy end, that was far from being clear in many months of 2020 and 2021. How do you connect with your employees in such a time, how to you spread optimism and trust while being candid and honest, when everything around is turning upside down? What are the success factors for communicating when the going gets tough?

Martin Riecken, Global Head of Internal Communications & Engagement, **TUI Group**



Diversity & Inclusion Strategy Workshop

14.30- 15.00

Afternoon Refreshment Break With Informal Networking

15.00- 15.30

The Strategic Role Of IC Panel Discussion & Q&A- PART 2

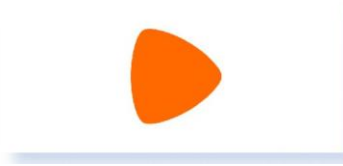
15.30- 16.00

Alexander Kandt, Vice President, Head of Communications, Global Manufacturing & Supply, **Takeda**



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Francis Jones, Head of Internal Communications, **Zalando**



Lars Seynaeve, Director – Public Affairs – Corporate Communications, **Citi**



Julia Bedingfield, Director, Leadership Communication, Employee Communications & Engagement, **Pandora**



Engaging Leadership- Double Perspective

16.00- 16.40 Inspire, Motivate & Support Leaders & Line Managers To Become More Effective Communicators By Reinforcing The Importance Of IC Strategies & Driving Accountability

- Lead by example and drive forward change from the top with proactive senior leadership who promote key internal communications strategies throughout the business agenda
- Embed internal communications strategies into wider business strategies by equipping leaders with the appropriate tools, tech and channels to boost employee engagement and drive profitability
- Secure C-Suite buy-in with best-practice advice on how to drive practical action and sustain long-term support for your IC initiatives and efforts
- How can you ensure leaders support their employees through periods of change and transition by utilising internal comms to cement the role and importance of effective comms strategies?

16.00 Perspective One

Paul Thomas, Director, Communications Consultancy, **AkzoNobel**



16.20 Perspective Two

Birgit Ziesche, CVP & Head of Global Internal Communication, **Henkel**

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How is ALK engaging the employees in the company's 100-year celebration?

16.40- 17.00 In 2023, the allergy pharmaceutical company ALK is turning 100 years. This anniversary is a great opportunity to engage the 2,800 employees in the company:

- How did ALK involve the employees in the preparation?
- How is ALK engaging the employees during the whole anniversary year?
- How is it possible to use 100 years history to talk about the future of the company?
- How is the anniversary perceived by the employees?

Lars Schackinger, Director, Internal Communications, **ALK**



Afternoon Chair's Closing Remarks & Official Close Of Conference

17.00- 17.10